php[architect]

Advertising Prospectus

php[architect] magazine

- **Started publishing in 2002**
- **Customers in over 145 countries**
- **Published monthly in English (12 issues per year)**
- **Beautiful Journal-bound print edition with professionally designed content.**
- **DRM-free digital editions: PDF, ePUB, and Mobi**
- **16k Mailing list subscribers**
- **32.5k Twitter followers of @phparch**

Contact us today: ads@phparch.com

Reach Professionals and Decision Makers

Are you having trouble reaching tech-savvy professionals? Many actively avoid being marketed to by using ad-blockers in their browsers and opting out of mailing lists. How can you reach them to let them know about your product or service? It's a difficult task under the best circumstances. By advertising with us, you have another avenue to reach these elusive customers.

Subscribers to php[architect] magazine are professional web and application developers. Many are influential contributors to open source projects and senior developers and team leads within their organization. They are always looking to learn how to work more effectively and efficiently.

About php[architect] magazine

The magazine focuses on core PHP competency and web technologies relevant to the PHP developer. This includes topics such as Object-Oriented Programming, Security, Automated Testing, Continuous Integration and Deployment, Cloud Computing, Databases, JavaScript, and much, much more.

With the continuing shift of how and where people work, workers are looking for new avenues for continual education. With php[architect], we bring the education to them, where they are, and where they work.

In recent years, we have redoubled our efforts to reach out to the extended PHP communities. Both specific frameworks,

Symfony, Laravel, Laminas, CakePHP, and others, or the large communities developed around the most popular PHP applications such as Drupal, WordPress, and Magento. We feel it is our mission to help expand the PHP community's awareness and use our brand to build bridges between these separate communities and independent developers.

Like you, we want to support the PHP programming community by promoting best practices and techniques to build secure and modern web applications.

Distribution

Readership varies from issue to issue since we sell a surprisingly large number of individual sales in addition to subscriptions. We also sell a number of corporate subscriptions which share print copies of the magazine among an entire office. Finally, we make one article free each month as a PDF which includes inner cover, back cover full page slots and any hall-page ads in the magazine layout.

At the moment, we get around 2,500 to 3,000 views on any specific issue. Print subscriptions are 15% of total subscriptions.

Each month, we select one article to give away for free as a sample for visitors. This lets potential readers check out a PDF content before they purchase an issue or subscription. We've often included advertising in this sample issue to increase the reach of each ad. Depending on the topic, we've seen sample articles downloaded between 300 and 1,500 times.

Demographics

We cater primarily to a professional audience that has invested significantly in PHP, Open-source software, and SaaS solutions. Our audience often works in mixed environments using multiple technologies (both open and closed) concurrently. The reach varies to include all levels of the market, from independent consultants to small- and medium-sized businesses to Fortune 500 enterprises.

Circulation	
United States	34%
United Kingdom	5%
Canada	8%

Age	
< 21	0%
21-29	7%
30-39	41%
40-49	34%
50-59	16%
60+	2%

Experience	
< 1 years	5%
1-3 years	17%
3-5 years	31%
> 5 years	47

Education	
High School	6%
Some College	18%
Associate's	8%
Bachelor's	40%
Master's	25%
PhD	2

Income	
0 – $24,999	11%
$25,000 – 49,999k	16%
$50,000 – 79,999k	13%
$75,000 – 99,999k	10%
$100,000 – 124,999k	13%
$125,000 and up	15%

Job Title	
Developer	77%
Manager	11%
Operations	6%
Executive	4%
Other	2%

Company Type	
Established	40%
Freelance	15%
Agency	14%
Startup	11%
Emerging	8%
Educational	7%
Government	5%

Business Size	
1	16%
< 10	19%
10-49	24%
50-499	23%
> 500	18%

Frameworks	
Laravel	43%
Symfony	41%
WordPress	34%
Zend Framework	21%
Drupal	11%
CodeIgniter	7%
CakePHP	5%
Joomla!	3%

| Other Technology	
JavaScript	80%
SQL Databases	90%
NoSQL Databases	37%
Python	26%
Java	10%
Ruby	7%
Perl	6%
C#	6%

Advertising Options Magazine Ads

We have a variety of options to help your message reach and resonate with our audience. In addition to appearing in one or more issues, your ad can include social media outreach, a mention in our podcast, and logo placement on phparch.com:

• Full Page ads include **your logo** displayed on your issue's page on phparch.com, along with a short (up to one minute) mention on an episode that month and **two social media** (Facebook, Twitter) mentions in that month.

• Back Cover and Inner Cover include the above and 1 minute ad on the php[podcast] episode of the month.

• Half page ads include **your logo** on your issue's page on phparch.com.

The table below lists our monthly rates for standard advertising spots in the magazine. If you purchase a half-page, full-page, and cover ad, we'll also place your logo on the web page for the same issue(s) as your ad. Advertising rates are more affordable if you commit to running an ad for at least three months.

Advertising rates are more affordable if you commit to run an ad for at least 3 months. Prices in the table below are per month.
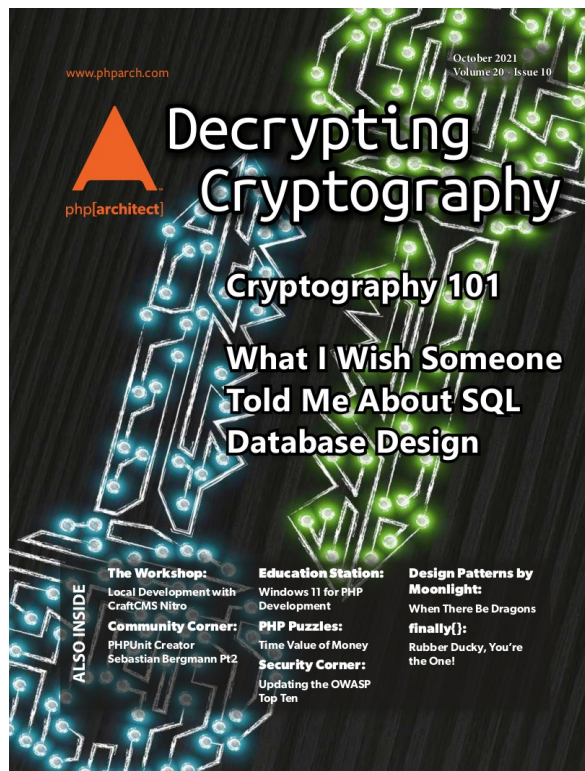
Ad Size	Podcast Mention	Logo on Site	Social Mentions	1 month	3 months	6 months	12 months
Back Cover	Yes	Yes	2	$415	$390	$370	$350
Inner Cover	Yes	Yes	2	$260	$235	$210	$190
Full Page		Yes	1	$190	$170	$155	$145
½ Page		Yes		$135	$120	$110	$100
¼ page				$90	$80	$65	$55

Unique Additions

Improve the impact of your marketing effort with one of our **unique advertising options** in addition to a magazine ad spot.

Release Email Ad, $500

Our monthly issue release email is sent to over 17k subscribers and php[architect] customers. This is the most visible channel we offer. Approximately 44% of our active users open a message and generate 410 clicks from a message. Overall, the average open rate for a release email is 28%, with a 2.6% click-through rate. However, we believe these figures underestimate the actual open and click-through rates due to our tech-savvy audience. Many disable images and web bugs in their email clients to prevent tracking.

Whole Magazine Buyout - $1,875

Purchase sole advertising rights for a specific issue. No other advertisers will be included in your issue.

Sponsored Magazine – Ask Us

In addition to sole advertising rights, we will make the issue available free of charge for the month and available in all our customer's accounts (65k+). Your company will receive credit, including social media and release messages for sponsoring the issue.

Past sponsored issues have significantly increased the reach of each magazine by as much as 40X.

Full specifications (dimensions, DPI, and file formats) are listed at the end of this document. Please note that the costs above are per month and invoiced monthly.

Podcast Spots

Reach php[podcast] listeners

A compliment to the magazine, the podcast discusses the features in each issue as well as relevant trends and news from the PHP community.

With 60+ episodes produced in the last 4 years, each month, between 700 and 1300 listeners check out an hour-long episode on phparch.com, iTunes, Spotify, and Google. You can choose to run these only in the monthly issue episode or to run 2-per month by including the interview episode in your buy.

	1-minute spot
1 episodes	$75
2 episode	$130
3 episode	$180
4 episodes	$220

Planning Your Ad

Your advertisement will appear in both our print and PDF editions. The digital format brings the benefit of the immediateness of web connectivity. Your ad can be linked to a URL of your choice. We suggest you make a unique URL if you want to track clicks back to your ad. A single click will be between your message and a new customer.

After selecting an issue for your ads to run, we will provide a deadline for the ad assets. If the deadline is not met, your ad will run in a following issue.

Job Advertising

Is your company hiring? Looking to fill a specific position or drive people to a general hiring page on your site? Reach out to the professional PHP audience we've cultivated by advertising job openings at your company. We offer a 20% discount for any recruiting ads outside of the Marketplace classifieds.

Editorial Standards

The integrity of our editorial process is extremely important to us since it's the basis for our customer's trust. Advertisers must be aware that we reserve the right to reject any advertisement, which in our sole judgment is incompatible with our editorial or business guidelines.

Additionally, all advertisements must not be designed to imply any editorial endorsement on php[architect] 's behalf and must, at our discretion, be clearly labeled as such.

Print Advertising Specifications

Image Resolution	Minimum 300 DPI/PPI	
File Formats	PDF, JPEG, PNG, or TIFF	
Ad Sizes	**Size (inches) W x H**	**Image Dimensions (pixels)**
Full Page	8.75" x 11.5". Includes at least .125" bleed and .25" interior margin.	2625 x 3450
½ page vertical	4.00" x 11.00"	1200 x 3300
½ page horizontal	8.00" x 4.5"	2400 x 1350
¼ page	4.00" by 4.5"	1200 x 1350

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